

**MONTANA HISTORICAL SOCIETY
BOARD OF TRUSTEES MEETING
January 19, 2012
9:00 a.m. MHS Auditorium
Helena, Montana**

Montana Historical Society Board of Trustees members present: Steve Lozar, Jim Murry, Bob Brown, Lee Rostad, Crystal Wong Shors, Shirley Groff, John Lepley and Ed Smith
MHS Board of Trustee members excused were: Jim Utterback, Thomas Nygard, Janene Caywood, Sharon Lincoln, Steve Carney, Jim Court and Kent Kleinkopf

Staff present: MHS Director Bruce Whittenberg; MHS Administrative Assistant, Renee Podell; MHS Centralized Services Program Administrator, Denise King; MHS Special Projects Manager, Susan Near; MHS Public Relations Manager, Tom Cook; MHS Museum Senior Curator of Collections, Jennifer Bottomly-O'looney; MHS Outreach & Education Program Manager, Kirby Lambert; MHS State Historic Preservation Program Manager, Mark Baumler.

Guests present: Montana History Foundation Executive Director; Amy Sullivan, MHF Development Officer; Peter Hunter, and Tom Mulvaney

CALL TO ORDER

President Steve Lozar called the meeting to order at 9:00 a.m. Steve announced that due to inclement weather, Board members who were not able to travel to this Board meeting will conference call at noon.

REVIEW OF MINUTES-MOTION

Jim Murry moved approval of the September 22, 2011 minutes from the Board of Trustee Meeting. Shirley Groff seconded the motion and it carried unanimously.

EXECUTIVE COMMITTEE MEETING REPORT-Bob Brown

Bob Brown highlighted agenda items that will be discussed at the Board meeting. He noted that Director Whittenberg gave a review of the presentation he will be giving Board members at 9:00 a.m. John Lepley asked to be put on the meeting agenda.

PRESIDENT'S REPORT-Steve Lozar

President Lozar stated he has had the opportunity to visit with Bruce Whittenberg and Program Managers and noted everyone feels energized and ready to work towards the Historical Society's future. President Lozar announced that it is time to look at the value of the staff we have at MHS. He asked each of the Board members to take time to visit with staff noting that MHS has a remarkable staff. Steve said this is not a new beginning. It is time to embrace the role and carry on the legacy that has been assigned to us for well over 150 years.

President Lozar gave a special “tip of the hat” to Brian Shovers for the map project. He said the exhibit is a remarkable display. He announced Susan Near will be assuming a more high profile role addressing the Heritage Center campaign. She has worked hard and will be moving to a first floor office soon. He asked Board members to let Susan know we all appreciate the work she has done. His parting words to Board members and staff were, “let’s go”.

MHS CRITICAL ISSUES AND HERITAGE CENTER CAMPAIGN PLANNING-Bruce Whittenberg – “To know where you are going, you have to know where you’ve been”

Bruce gave handouts to the Board members of his power point presentation (handouts made a permanent part of the record). He explained that all of us are helping to preserve a legacy started in 1865 when the Territorial Legislature created the Montana Historical Society. He stated he has never worked with a finer group of people or a more dedicated group of people. Bruce highlighted the critical issues for 2012 and presented a campaign related expense budget of remaining funds from the Bair Trust (handout made a permanent part of the record).

The MHS Planning Team met on December 21, 2011 for a full day retreat and Bruce explained that the team revisited the mission vision and discussed the July, 2010 strategic plan literally line by line. Six important topics surfaced and are outlined in his presentation as MHS Critical Issues of 2012. Bruce emphasized the importance of being pro-active in security needs. He met with General Services Division of the Department of Administration to discuss access to the building. He also met with Risk Management who will support MHS in securing a contractor to do a full security audit and make recommendations on how to improve security. This audit will include SHPO, the Scriver Center and every corner of the MHS building.

Bruce stated that MHS needs to define its position and have everything in place by January 1, 2013. He wants to see strong brand equity for the Society reaching out to each Montanan. He encouraged good established relationships with key Legislators and stakeholders. Bruce announced he hopes to see a private fundraising plan get underway with an additional \$2 million dollars raised by January 1, 2013 to support the new building project. He asked Board members to identify a prospect which will step up with ½ a million dollars or more and will also be a voice for the building project. Brand building is all about relationships and support.

Bruce announced his commitment to marketing and has created a Marketing and Development Office. Susan Near will become the Development Officer, Rebecca Baumann and Tom Cook will continue in the role they currently have but will have broader marketing responsibilities for the Society and for the fundraising efforts. The marketing team will be relocating into the front office which is currently being used for store storage. Steve Lozar noted this focus moves MHS to the next level. The relationship with Benefactor Group will continue but in a different role. Benefactor Group will be used for some campaign training for Board and staff.

Bruce further explained the role of Board members in marketing and in fund raising efforts. He will be personally visiting with each Board member over the next few months.

Susan Near – Fundraising Campaign Action Plan

Susan presented the following handouts: “Fundraising Campaign Action Plan, December, 2011”, “Montana Historical Society Fundraising Campaign Action Plan Timeline” and “Montana Historical Society Corps of Advisors” (handouts made a permanent part of the record).

Susan commented that the handouts outline the processes in communication in order to move MHS forward.

MOTION: Susan outlined the purpose of the corps of advisors and what responsibilities they will have. She suggested a maximum group of 25 advisors. Steve Lozar asked for a motion to proceed with the MHS Corps of Advisors. **Lee Rostad moved to start the process towards the selection of MHS Corps of Advisors. Crystal Wong Shors seconded the motion.** Discussion took place on selecting an exact number of advisors. Bruce Whittenberg commented that the focus should be on the quality of 10 to 25 people. Bob Brown suggested that at least ten people should be in place by September, 2012. Steve Lozar said he feels the number will seek its own level as we proceed and probably isn’t as important as the philosophy behind it. Bruce asked Peter Hunter to speak on this matter. Peter commented that a Board of Advisors is a range of influence that represents the markets that the Board wants to approach. He noted that ten is a good number. He stated he would like to lend a hand in this area. **Motion carried unanimously.**

President Lozar stated he appreciates the timelines and assignment of duties because it gives him confidence that the actual work is being narrowed down.

Bruce Whittenberg discussed the Board’s original authorization to borrow \$200,000 for the operation of a campaign from the Bair Trust. He stated that \$111,910.00 remains in the fund. He presented a handout of this budget (handout made a permanent part of the record). He said this isn’t a lot of money to run a major capital campaign so we need to look for potential funds to help fund the capital campaign. A handout was presented by Bruce titled “Montana Historical Society Capital Campaign Responsibilities of MHS Board Trustee”(handout made a permanent part of the record). Lee Rostad reminded the Board that if the opportunity arises in the future to pay back the Bair Trust for the use of this money she would like to see the \$200,000 returned.

Jim Murry asked Bruce if he foresees any expenses in putting together the Corp of Advisors. Bruce commented he believes the advisors would attend functions without Board payment. He stated he needs to investigate this further. Jim asked that Bruce formulate a policy so Board members know how to discuss this matter with potential advisors.

Crystal Shors Wong commended Bruce and staff for the excellent job they have done in putting together a strategic package for the Board members to follow.

PROGRAM MANAGERS REPORTS

RESEARCH CENTER PROGRAM-Molly Kruckenberg

Molly presented a list of titles for 2012-13 that the Research staff is working on digitizing for the newspapers (handout made a permanent part of the record). Molly explained that beginning in the month of February the Research Center staff will start cataloging the main book collection in the library. This time next year, she hopes to be able to report that every book in the MHS library is available on Montana shared catalog. Molly noted that the Research Center records livestock brands for the State of Montana. In 2011, there was a tripling in the number of reference requests received for brand searches. A few ranchers were so pleased with the research of their brands that they sent in donations of \$100.00 each.

PUBLICATIONS PROGRAM-Molly Holz

Molly happily announced the winter magazine is out. The next book to come out (in stores by August) is called “Children of the Hill – Growing Up in Butte, 1900 – 1960”. A new fundraising effort is underway. Bruce Whittenberg stated MHS needs about \$15,000 for this project. If the Board knows any individuals that would be intrigued by a project on Butte history please let Molly know.

Ed Smith asked Molly for current subscription levels. Molly responded that there are 2,750 general subscribers, 1,008 WHA members, about 1,800 membership levels and there are 7,800 press runs.

OUTREACH & INTERPRETATION PROGRAM - MOTION-Kirby Lambert

Kirby discussed the History Conference noting that this past conference accounting is near final. A last donation of \$1,000 is due to come in. If it does come in, the conference is \$1800.00 to the good. If it doesn't come in, the conference would be \$800.00 to the good. He presented a budget (handout made a permanent part of the record). Jim Murry asked Kirby if this past conference did well. Kirby stated the conference did well and reported that a grant of \$11,000.00 was received from the Library of Congress. Kirby acknowledged fundraising help received from Janene Caywood, Kent Kleinkopf and Diane Sands. He stated that almost 300 people registered for the different aspects of the conference and the various programs easily touched 1,000 people. Jim Murry commented that this conference shows that when the conference is taken outside of Helena it does well. The 2012, History Conference has already been booked in Helena at the Great Northern Hotel. Kirby said staff recommends taking the History Conference on the road making it a Montana History Conference.

Jim Murry moved to rescind the previous position of the Board of Trustees in regard to holding the 2013, 2014, and 2015 History Conferences in Helena. Lee Rostad seconded the motion and it carried unanimously.

STATE HISTORIC PRESERVATION PROGRAM-Mark Baumler

Mark invited the Board members to attend the Montana State Historic Preservation Review Board Meeting to be held on Friday, January 20th. He stated the Board will be looking at ten new properties (eight are bridges) to get registered in the national register. He explained that the

Walt Sullivan building (1961) has been nominated. This shows an attempt to bring attention to the recent past to properties that have just become 50 years old.

Bruce Whittenberg explained that Kate Hampton gave a most informative presentation at a recent all-staff meeting on the historic furniture in the MHS building. He asked the Board members if they would be interested in seeing the presentation and all agreed it would be interesting.

Discussion took place on historic furniture that has been moved around or out of the capitol building. Ed Smith suggested it would be beneficial if MHS staff could assist the capitol staff in identifying furniture that rightfully belongs in the reception areas of the capitol.

MUSEUM PROGRAM-Jennifer Bottomly-O'looney

Jennifer reported on upcoming exhibits and encouraged Board members to view the current map exhibit. She stated staff is working with the Capitol Complex Advisory Council on Senate Bill 9 and Senate Bill 69. Jennifer announced that MHS is engaging the services of CTA Architects to perform a historic structures report on the original Governor's Mansion which will happen this fiscal year. The Museum staff is working to get collections on-line starting with the Russell collection. There are about 700 new artifacts that come in each year. Jennifer gave credit to her hard working staff.

TELEPHONE CONFERENCE

Board members calling in were: Kent Kleinkopf, Steve Carney, Janene Caywood and Sharon Lincoln and Jim Court.

FINANCE/LEGISLATIVE REPORTS-Denise King

Denise announced that the financial statements will be sent to the Board members not able to attend today's meeting. She presented the September and the December Financial Schedules (handouts made a permanent part of the record). The budget is on target with the store being a sensitive area. Denise said she was in the process of working out an arrangement with the Helena Community College of Technology for the assistance of an intern during a store worker's maternity leave.

Discussion was held on a Board member's question regarding starting a new building project before the funds were in hand. Denise quoted the Montana Constitution wherein no project can be started without all funds having been raised.

Denise noted that the Historical Society has agreed to be the fiscal agent for Senate Bill 69. She stated there will be a fundraising campaign headed by Representative Diane Sands and Senator Linda Moss with a five year deadline for completion.

FORT BENTON INVITE-John Lepley

Jack invited the Board of Trustees to come to Fort Benton on May 25-26, 2012 for the grand opening reception of the new gallery.

TOM MULLVANEY POST CARD COLLECTION- MOTION-Molly Kruckenberg

Molly reminded the Board that the collection contains about 32,000 post cards. Nearly 1/3 of which are real photo post cards and the collection covers the years of about 1898 – 1970 with the bulk of them pre-1930. She presented a handout (made a permanent part of the record). Molly explained that Tom Mullvaney presented the collection to the Board in April, 2011. The Board approved sharing the cost of an appraisal of the collection to determine its fair market value. The appraisal has been completed. Total fair market value of the collection is \$436,767. Tom's proposal to MHS for donation and sale of the Montana postcard collection is attached to the handout. Molly said it is the best collection of Montana postcards that exists. She said if it was added to the Historical Society it would be a significant addition to the photograph archives collections. Bruce Whittenberg added that he met with Amy Sullivan and Peter Hunter from the Montana History Foundation to discuss this purchase. Amy Sullivan stated she would like to meet with Tom. There are many vehicles which the foundation could take a donation. Amy noted she is waiting to see if the Board wants to move forward on this matter. Lee Rostad asked if there would be a time limit on this purchase. Molly stated Tom has proposed five years.

President Lozar stated he believes this collection would be a real investment in Montana's history. Jim Murry asked Bruce Whittenberg if it is the recommendation of the staff that the Board pursue this matter. Bruce stated it is the recommendation of the staff that the Board take the next step and see how MHS can put this purchase together. The Historical Society obviously isn't in the position for action authorizing purchase at this time but staff would like to continue to meet with Foundation members and others to discuss the purchase. Crystal Wong Shors asked about restoration work costs on some of the postcards questioning if extra money needs to be raised for this work. Molly commented that there are possibilities for grants where the MHS staff could look for preservation money. **MOTION: Ed Smith moved to direct staff to continue looking for ways to purchase the Tom Mulvaney Montana Post Card Collection. Crystal Wong Shors seconded the motion and it carried unanimously.**

Trade Deaccession List for John Esp, January 2012

John Esp has asked to trade items (handout lists items and is made a permanent part of the record) for a limited edition portfolio of D. F. Barry prints from the Denver Public Library collection of Western history. There are 45 exhibition quality, 16 x 20" black and white prints of Indians and military involved in the Sioux wars. Molly explained that these are non-Montana items and are deemed not pertinent to the MHS collections and in this case there are four or more copies of these. Mr. Esp will be taking one trade item.

President Lozar stated that it has been noted that Jim Court has stated that Mr. Esp should join the Montana Historical Society since he is such a large user of the Society. Jim has asked Mr. Esp to join several times. Bruce Whittenberg stated he would be happy to visit with John Esp.

MOTION: Jim Murry moved approval of the staff's recommendation with the caveat that the Director will speak with Mr. Esp about becoming a member of the Historical Society. Lee Rostad seconded the motion and it carried unanimously.

January 2012, Deaccession List

Molly presented the list (handout made a permanent part of the record). **MOTION: John Lepley moved to accept the January 2012, Deaccession List. Janene Caywood seconded the motion and it carried unanimously.**

Financial/Legislative Report

Shirley Groff moved approval of the report. Ed Smith seconded the motion and it carried unanimously.

Governor's Budget Office Loan Agreement-Jennifer Bottomly-O'looney

Jennifer explained that action taken on this request was by email with 12 Yea votes and 0 Nay votes. Bruce Whittenberg asked that the Board ratify the decision made for the record. **President Lozar stated the vote has been ratified.**

Holter Museum of Art Loan Agreement-Jennifer Bottomly-O'looney

Jennifer explained that the Holter Museum of Art has asked to borrow 34 selections from the Poindexter Collection (handout made a permanent part of the record). **MOTION: Bob Brown moved approval of the loan request by the Holter Museum of Art. Lee Rostad seconded the motion and it carried unanimously.**

CIVIC REFLECTION EXERCISE-Jennifer Jefferies Thompson

President Lozar commented that due to the weather this exercise has been postponed.

TRAVEL TO SEE THE JAY LABER ART SCULPTURE

Bruce Whittenberg announced that this activity will also be postponed due to the weather conditions until another Board meeting.

UNFINISHED BUSINESS

Discussion took place on budget submissions. Ed Smith questioned Denise in regard to budget submissions. She stated budget meetings are taking place currently.

NEW BUSINESS

Kent Kleinkopf thanked the selection committee for providing a lifetime achievement award at the History Conference to Kent's friend General Womack. He stated that the General and his family were very appreciative of this award. General Womack passed away on Veteran's Day.

PUBLIC COMMENT

None

NEXT MEETING: 9:00 a.m., April 19, 2012, Montana Historical Society Auditorium.
The Executive Committee will meet at 8:00 a.m. in the Director's Office at MHS.

Adjournment: The meeting adjourned at 12:50 p.m.